



# ***DMWR & Fort Carson Sponsorship Update***

## **OVERVIEW**

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**Sponsorship 101:  
Fort Carson Sponsorship**

**Donations:  
Rules of engagement**

**The Liberty League Program:  
Impacting the community**



# Sponsorship

## WHAT IS COMMERCIAL SPONSORSHIP?

A commercial sponsorship is a monetary and/or in-kind fee paid to an event manager/producer, in return for access to the exploitable commercial potential, such as public recognition or advertising promotions associated with the property, event, promotion, and so forth. The strategy of commercial sponsorship is to meet the specific measurable goals of a company or brand by building a link in the target audiences' minds between the sponsor and a valued organization or event.

## WHAT IS ARMY COMMERCIAL SPONSORSHIP?

Army commercial sponsorship is an exchange of values. Corporations, associations, or individuals provide assistance, funding, goods, equipment (including fixed assets), or services to an MWR program(s) or event(s) in exchange for advertising or promotional opportunities within the Army community. Sponsorships are not gifts or donations. Army commercial sponsorships require written agreements and are for a limited period of time. The program does not include the donation of volunteer services, premiums, coupons, or limited samples that are considered gifts.

Commercial sponsorship may be used only for MWR events and programs. Unit events, family support groups, private organizations, and non-MWR programs are not eligible for the support. All solicitations must be made by trained sponsorship personnel.

There are two types of MWR commercial sponsorships:

- ☐ Solicited sponsorship - Gained through a formal process targeting an adequate number of known U.S. sources in a competitive manner. Alcohol (including beer) and tobacco sponsors are not solicited.
- ☐ Unsolicited sponsorship - Comes from companies who approach MWR with an idea and resources. Unsolicited sponsorship from alcohol and tobacco companies may be accepted.

## SOLICITATION GUIDELINES

Solicited sponsorship must be competitive and based on the following principles:

- ☐ Sponsors are solicited from U.S. sources and

## THE ARMY SPONSORSHIP MISSION

The mission of the Army Commercial Sponsorship Program is to support vital military MWR programs by obtaining private sector funding, services, or supplies in exchange for advertising and promotional opportunities within the Army community.



generally limited to firms and organizations involved with consumer products.

- ☐ In overseas areas, non-U.S. firms can be solicited with the commander's approval, provided that solicitation is not in violation of SOFA or other agreements.
- ☐ More than one corporation per product category must be solicited; a minimum of three in each category is preferred.
- ☐ Solicitations must be announced. This can be in the form of written proposals sent to numerous corporations or advertisements in newspapers, magazines or trade journals.
- ☐ More than one category sponsor may be sought.
- ☐ Evaluation criteria will be used to determine the acceptance of solicited sponsorship. Evaluation criteria should include the value of services, goods, or cash offered. The appropriateness of potential sponsoring corporations may be considered.
- ☐ Alcohol and Tobacco companies may not be solicited.
- ☐ Sponsors should not receive favored treatment or special concessions with the exception of recognition of sponsor support, advertising and promotional opportunities.

# Donations

## WHAT IS A DONATION?

Voluntary offerings by individuals, business firms, civilian organizations or other groups of the private sector. Donations may take the form of funds or products.

## WHAT MAKES A DONATION?

If a determination is made that acceptance is in the Non-appropriated Fund Instrumentalities (NAFI) best interest. In making this determination, the responsible official considers—

- (1) Whether the NAFI/entity needs the proposed gift.
- (2) The cost to the NAFI/entity.
- (3) Whether conditions imposed by the donor, if any, can be met.

□ Gifts will not be solicited. Army personnel may, however, identify NAFI/entity needs in response to inquiries from prospective donors.

□ Donors will not be granted any special privileges or concessions in return for gifts voluntarily offered; all ownership rights are relinquished. This will not preclude accepting donations of minimal value (score cards, coin wrappers, golf tees, table tents) that include the logo or slogan of a commercial source. Government identity will not be contained on such items.

□ A posted disclaimer will state that the Army does not officially endorse the product donated or the organization furnishing it.

□ The donor will not be given exclusive rights to furnish products.

## WHO MAKES THE DECISION?

The following authorities may approve offers of gifts or donations, subject to value limitations for each gift.

The aggregate amount of concurrent gifts from a single source to an individual NAFI/entity will determine the approval level. Requests are forwarded through the following command channels:

□ MWR director, up to \$15,000 when delegated by the garrison commander.

□ Garrison commanders, up to \$50,000, except for contributions by the local United Way, which may be accepted in any amount.

□ IMCOM Regional Directors, up to \$100,000.

□ FMWRC (IMWR–PO), amounts up to \$250,000.

□ Secretary of the Army, amounts over \$250,000.

## HOW TO DONATE TO FORT CARSON

# ***SPONSORSHIP GUIDE-***

## **Solicited Sponsorship**

Solicited sponsorship must be competitive and based on the following principles:

Sponsors are solicited from U.S. sources and generally limited to firms and organizations involved with consumer products. In overseas areas, non-U.S. firms can be solicited with the commander's approval, provided that solicitation is not in violation of SOFA or other agreements.

More than one corporation per product category must be solicited; a minimum of three in each category is preferred. Solicitations must be announced. This can be in the form of written proposals sent to numerous corporations or advertisements in newspapers, magazines or trade journals.

More than one category sponsor may be sought. Evaluation criteria will be used to determine the acceptance of solicited sponsorship. Evaluation criteria should include the value of services, goods, or cash offered. The appropriateness of potential sponsoring corporations may be considered. Alcohol and Tobacco companies may not be solicited.

Sponsors should not receive favored treatment or special concessions with the exception of recognition of sponsor support, advertising and promotional opportunities.

## **Unsolicited Sponsorship**

Unsolicited sponsorship follows the same guidelines as solicited sponsorship except that it doesn't have to be competitively bid or announced. Written proof of the unsolicited offer is ideal, or at a minimum, you should document the initial offer including the date, POC and amount/details.

- ☐ The following principles apply to unsolicited sponsorships:
- ☐ Sponsorship is entirely initiated by the prospective sponsor.
- ☐ Receipt of an unsolicited proposal does not require solicitation of other sources.
- ☐ Following receipt of an unsolicited offer, MWR needs should be determined and an evaluation of the offer made.
- ☐ Offer may be either accepted or declined.
- ☐ Unsolicited Alcohol and Tobacco sponsorship may be accepted if similar opportunities exist in the civilian community or the sponsored event is open to the public.
- ☐ Alcohol & Tobacco sponsorship must include a responsible use campaign and/or The Surgeon General's warning.

# SPONSORSHIP GUIDE-

## Written agreements

All commercial sponsorships must be in writing. Agreements are valid for one year or less, with annual renewals not to exceed five years. This does not preclude the award of a new contract after the initial five-year period. Right of first refusal is a negotiable item and should not be routinely included in all sponsorship agreements. Sponsorship agreements must include the following:

- ☐ Event or program description.
- ☐ Detailed summary of MWR obligations.
- ☐ Detailed summary of entitlements of the sponsoring company or organization.
- ☐ Term and termination clause.
- ☐ Certification that no costs incurred by the company are charged to any part of the federal government.
- ☐ Force Majeure clause.
- ☐ Independent contractor clause.
- ☐ Assignment clause.
- ☐ Disclaimers.
- ☐ Signature of an Army representative, usually the DMWR Director (or equivalent).
- ☐ Signature of the sponsor representative.
- ☐ Legal review.

## Authorized solicitors

Command authorities, normally the Director, DMWR or Deputy Director, DMWR must designate by name, and in writing, individual(s) who perform commercial sponsorship duties. The command will forward the designee(s) name, address, and phone number to the Family Morale, Welfare and Recreation Command (FMWRC). MWR employees authorized to work with the Commercial Sponsorship Program must receive appropriate professional development training. Every attempt should be made to attend the annual Army Commercial Sponsorship Training Conference. The command is responsible to ensure that at a minimum, sponsorship specialists receive the following training:

- ☐ Annual briefing on ethics.
- ☐ Information on the principles and procedures of NAF contracting solicitation.
- ☐ Training in development of evaluation criteria.
- ☐ Training on proper file documentation.

## Your point of contact at Fort Carson

### **Nica Anderson**

Commercial Sponsorship and Advertising Coordinator

1675 Ellis St., bldg. 1217 room 133

Fort Carson, CO 80913

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phone: 719-524-1901

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# Supporting our fighting

Dear Friend:

When we as Americans consider the many freedoms we enjoy, we must contemplate the honor and commitment of those who ensure this right. We must remind ourselves that our freedom comes with a price. A price that often times means laying down your life in battle for others.

To do this requires an inner strength and fortitude that most Americans will never understand; and to do this for nothing more than the knowledge that you have made a difference precludes the months of training and physical hardships a soldier must endure to prepare themselves for this mission.

In recent years, the US military has been called on to assist with rescue efforts, defend our homeland, and unite as one nation. As our military travels to all corners of the world fighting the war against terrorism, we realize that there has never been a more ideal time to demonstrate the unrelenting support we as a nation can give them.

Please take a moment to review this opportunity and make a difference in the lives of those who are dedicated to the freedom of the United States of America.

To foster greater awareness and honor the sacrifices that our military members and their families make on a daily basis, the Directorate of Morale, Welfare and Recreation at Fort Carson, Colorado invites you to become a LIBERTY LEAGUE MEMBER or PARTNER and support our mobilized citizen soldiers of the National Guard, Army Reserve and the deployment of active forces.

The LIBERTY LEAGUE is a very simple idea, but the results are amazing! We need your help in providing monetary and goods-in-kind support for the men and women who serve without reservation in our military forces. In return, we can offer you invaluable exposure to our military community and the unwavering support of our Armed Forces.

Only through community support can the LIBERTY LEAGUE show our military the recognition, appreciation and gratitude they deserve. Please join us.

BECOME A MEMBER OF THE LIBERTY LEAGUE TODAY!

Fort Carson Directorate of Morale, Welfare, and Recreation (DMWR)  
Liberty League Sponsorship Levels



# g force at Fort Carson

Corporate Sponsorship and Advertising Sales Manager  
Fort Carson DMWR  
Directorate of Morale, Welfare and Recreation  
1675 Ellis St. Bldg 1217, Rm 132  
Fort Carson, CO 80913  
719 524-1901 / 719 524-1345 Fax  
nica.anderson@us.army.mil

The DMWR commercial sponsorship program provides sponsor recognition in accordance with AR215-1, Ch.11, section ii, iii, 11-6 thru 11-17.

Because commercial sponsorship is an “exchange of values” and is considered to be a business deal, a commercial sponsorship agreement/contract is used to codify both parties’ responsibilities to one another.

The Fort Carson DMWR uses the Liberty League Sponsorship Program to solicit sponsorship dollars throughout the year. There are distinct levels to this program; they are:

- 2-Star Liberty League Member (\$5k per year)
- 3-Star Liberty League Member (\$7.5k per year)
- 4-Star Liberty League Member (\$10k per year)
- 5-Star Liberty League Member (\$15k per year)
- 5-Star Bronze Liberty League Partner (\$25k per year)
- 5-Star Silver Liberty League Partner (\$35k per year)
- 5-Star Gold Liberty League Partner (\$50k per year)



# 5-Star Gold Liberty League Partner

## An all inclusive package

### \$50k per year



## On & Off post Television Advertising

You will receive on-post television advertising: One Hundred - :30 second spots per month (Sponsor must provide the commercial). To include 120 commercial spots per month in DMWR commercials on Fox 21/ CW57 (Newly added).

## Special Event Exposure

You will receive on-site exposure during 5 DMWR Special Events. Your corporate brand is displayed on all printed publicity advertising these events. Your company will be located on-site for the duration of each event and are provided booth space with table and chairs to accommodate.

You receive public service announcements during these events thanking your company for their support of Soldiers and Families. You are permitted to distribute pre-approved corporate literature during the events and you are also be permitted to engage in prize giveaways during the event via a prize drawing.

## Banner Placement

Six foot banner placement at the following DMWR locations: (banners provided by DMWR with your approved artwork)

## Web Banner Placement

You receive a 468 x 60 pixel revolving web banner on the DMWR website at: <http://mwr.carson.army.mil>

## Welcome Home Packets

Your FREE offer for any product or service will be placed in 5,000 Welcome Home Packets, twice annually, and given to returning troops (sponsor provides coupons)

## Family Readiness Group Sponsor

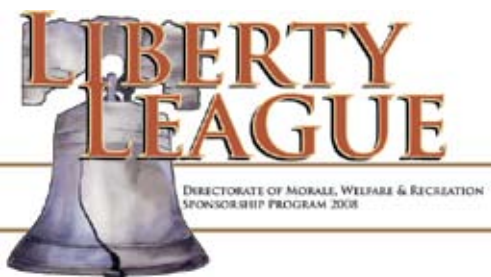
Your corporate brand will be listed on ALL (up to 180) coupon books given to Family Readiness Groups to hold meetings and conduct functions for their Company's, Battalion's, and Brigade's. (Access to 40,000 Soldiers and Family members).

## Hospitality Guide

Your corporate advertising in 204 – Letter Size (8.5"x11") full color, double-sided and laminated ad slicks at the Colorado Inn lodging facility in the Hospitality Guide (Sponsor provided).

## First Choice Magazine

You will receive a full-page color advertisement in the "First Choice" magazine printed bi-annually and mailed directly to our Soldiers and Families both on and off Fort Carson.





# 5-Star Silver Liberty League Partner

An all inclusive package

\$35k per year



## On & Off post Television Advertising

- ~ The Youth Center
- ~ Alternate Escapes/Java Café
- ~ Cheyenne Shadows Golf Club
- ~ The Thunder Alley Bowling Center

Welcome Home Packets

Family Readiness Group Sponsor



# 5-Star **Bronze** Liberty League Partner

## An all inclusive package

### \$25k per year



## On & Off post Television Advertising

You will receive on-post television advertising: Sixty - :30 second spots per month (Sponsor must provide the commercial). To include 5 commercial spots per month in DMWR commercials on Fox 21/ CW57 (Newly added).

## Special Event Exposure

You will receive on-site exposure during 5 DMWR Special Events. Your corporate brand is displayed on all printed publicity advertising these events. Your company will be located on-site for the duration of each event and are provided booth space with table and chairs to accommodate.

You receive public service announcements during these events thanking your company for their support of Soldiers and Families. You are permitted to distribute pre-approved corporate literature during the events and you are also be permitted to engage in prize giveaways during the event via a prize drawing.

## Banner Placement

Six foot banner placement at the following DMWR locations: (banners provided by DMWR with your approved artwork)

## Web Banner Placement

You receive a 468 x 60 pixel revolving web banner on the DMWR website at: <http://mwr.carson.army.mil>

## Welcome Home Packets

Your FREE offer for any product or service will be placed in 5,000 Welcome Home Packets and given to returning troops (sponsor provides coupons)

## Family Readiness Group Sponsor

Your corporate brand will be listed on 50 coupon books given to Family Readiness Groups to hold meetings and conduct functions for their Company's, Battalion's, and Brigade's. (Access to 15,000 Soldiers and Family members).

## Hospitality Guide

Your corporate advertising in 204 – Letter Size (8.5"x11") full color, double-sided and laminated ad slicks at the Colorado Inn lodging facility in the Hospitality Guide (Sponsor provided).

## First Choice Magazine

You will receive a full-page color advertisement in the "First Choice" magazine printed bi-annually and mailed directly to our Soldiers and Families both on and off Fort Carson.



# The Liberty League Sponsorship Program

## Take “The Liberty League” Challenge!

As you have discovered in reading this publication the sponsorship your business provides to the Fort Carson community is crucial to the readiness of our troops and the morale of our families.

While the politicians banter over who gets what and when, the Soldiers and families that make up our community continue to fight and defend our right to live free in this great country. During this time of continued deployment the families that comprise the other half of our fighting force remain steadfast and strong in their commitment to our country.

The Liberty League program is the direct link between you and them! Every dollar, service or product provided via this program makes possible the events, programs and activities that help soften the daily challenges our Soldiers and families face. No other community in the United States of America has or is willing to stand by their fighting force like the Colorado Springs community.

We are committed to do whatever it takes to win this battle! The Directorate of Morale, Welfare and Recreation exists to ensure our frontline defenders have the very best for their families while they fight for our freedom; and that no matter what conflict is placed before us - American's will stand together to get the job done.

Please consider this challenge and take the opportunity to make a difference in the lives of every man, woman and child who fight to overcome the trials and tribulations of war and the obstacles their commitment sets before them on a daily basis.

Thank you for taking the time to discover how you can make a difference.



# 5-Star Liberty Level

## An all inclusive package

### \$15k per year



## Special Events Exposure *(5 large events - 2,500+ attendees at each)*

- ☐ 4 Participate in events that host thousands of Fort Carson community members!
- ☐ 4 Get the opportunity to meet face-to-face with your target market.
- ☐ 4 Feel good about the support you are providing to Soldiers and families at Fort Carson.

## On-post Television Advertising

*A total of sixty :30 second television spots per month on Fort Carson's cable network, Baja Cable system.*

CNN	ESPN
MTV	TNT
USA	BET
FOX NEWS	FOXSPORTS
DISCOVERY	TBS
LIFETIME	ESPN2

## Banner Placement

*Six foot vertical banners located throughout the DMWR organizations:*



## Web Banner Placement

<http://mwr.carson.army.mil>

*A 468 pixel by 60 pixel banner ad on the DMWR home page.*

## Hospitality Guide

*8-1/2 x 11, full-color advertisement in Hospitality Guide placed in all 204 rooms at Fort Carson's Lodging Facility. This facility is host to over 100,000 guests per*

## First Choice Magazine

*A full-color glossy publication produced bi-annually with 20,000 copies printed each run. You receive a full page color ad in each edition.*



# 4-Star Liberty Level

An all inclusive package

\$10k per year



## Special Events Exposure *(3 large events - 2,500+ attendees at each)*

- ☐ 4 Participate in events that host thousands of Fort Carson community members!
- ☐ 4 Get the opportunity to meet face-to-face with your target market.
- ☐ 4 Feel good about the support you are providing to Soldiers and families at Fort Carson.

## On-post Television Advertising

*A total of sixty :30 second television spots per month on Fort Carson's cable network, Charter Communications.*

CNN	ESPN
MTV	TNT
USA	BET
FOX NEWS	FOXSPORTS
DISCOVERY	TBS
LIFETIME	ESPN2

## Banner Placement

*Six foot vertical banners located throughout the DMWR organizations:*

- ☐ 4 The Youth Center
- ☐ 4 "New" Alternate Escapes/Java Cafe
- ☐ 4 Cheyenne Shadows Golf Course
- ☐ 4 Thunder Alley Bowling Center

## Web Banner Placement

<http://mwr.carson.army.mil>

*A 468 pixel by 60 pixel banner ad on the DMWR home page.*

## First Choice Magazine

*A full-color glossy publication produced bi-annually with 20,000 copies printed each run. You receive a half-page color ad in each edition.*



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## 3-Star Liberty Level

An all inclusive package  
\$7.5k per year



### Special Events Exposure *(2 large events - 2,500+ attendees at each)*

- ☐ 4 Participate in events that host thousands of Fort Carson community members!
- ☐ 4 Get the opportunity to meet face-to-face with your target market.
- ☐ 4 Feel good about the support you are providing to Soldiers and families at Fort Carson.

*Logo and name recognition in all publicity advertising these two special events.*

### On-post Television Advertising

*A total of fifteen :30 second television spots per month on Fort Carson's cable network, Charter Communications.*

*CNN*

*ESPN*

*MTV*

*TNT*

*USA*

*BET*

*FOX NEWS*

*FOXSPORTS*

*DISCOVERY*

*TBS*

*LIFETIME*

*ESPN2*

### Web Banner Placement

<http://mwr.carson.army.mil>

*A 468 pixel by 60 pixel banner ad on the DMWR home page.*

### First Choice Magazine

*A full-color glossy publication produced bi-annually with 15,000 copies printed each run. You receive a quarter-page color ad in each edition.*





# 2-Star Liberty Level

## An all inclusive package

### \$5k per year



## Special Events Exposure *(1 large event - 2,500+ attendees at each event)*

- ☐ 4 Participate in events that host thousands of Fort Carson community members!
- ☐ 4 Get the opportunity to meet face-to-face with your target market.
- ☐ 4 Feel good about the support you are providing to Soldiers and families at Fort Carson.

*Logo and name recognition in all publicity advertising this special event.*

## First Choice Magazine

*A full-color glossy publication produced bi-annually with 15,000 copies printed each run. You receive a quarter-page color ad in each edition.*

## Web Banner Placement

<http://mwr.carson.army.mil>

*A 468 pixel by 60 pixel banner ad on the DMWR home page.*



# Multimedia Advertising Menu

- Guest Book Option 1 –\$10 per month per room (1 year / 10 room minimum). An 8.5 x 11” color ad-slick, single sided and laminated (ad slicks must be provided).
- Guest Book Option 2 –\$18 per month per room (6 month / 15 room minimum). An 8.5 x 11” color ad-slick, single sided and laminated (ad slicks must be provided).

This 203 room facility is host to over 280,000 guests per year.

The Cheyenne Shadows Golf Course sees over 93,000 people per year.

- Golf Tournament Option 1 costs \$1500 per tournament. This includes: 4 driving range divider ad slicks (\$250 each) for the year, sponsor signage locations, print media, banner advertising on the Fort Carson website (<http://mwr.carson.army.mil>), and a participant lead list.
- Golf Tournament Option 2 costs \$1250 per tournament. This includes: 3 driving range divider ad slicks (\$250 each) for the year, sponsor signage locations, print media, banner advertising on the Fort Carson website (<http://mwr.carson.army.mil>), and a participant lead list.
- Golf Tournament Option 3 costs \$750 per tournament (min. 3 advertisers). This includes: 1 driving range divider ad slick (\$250 each) for the year, sponsor signage locations, print media and banner advertising on the Fort Carson website (<http://mwr.carson.army.mil>).
- Driving Range Divider Ad Slicks costs \$500 each per year. Sponsor may purchase this advertising item exclusive of Golf Tournament Options. Approximately 50,000 users per year.

- Fort Carson Bowling Center sweeps advertising - \$600 per year per sweep. The sweep is the device used to clear the pins in between frames. (Each lane reserved with 5 bowlers for 2 hours sweeps 300 times, on Fridays and Saturdays all 36 lanes are operating from 11am til midnight!) Huge impression opportunity!



- Fort Carson Bowling Center mask advertising - \$600 per year per mask.

The mask is a 3' x 4' stationary covering that spans across all 36 lanes, located just above the sweep.

- Fort Carson Bowling Center High Game/Series advertising - \$300 per year per space.

The High game/High series scores area is located just above the sweep and your business will be recognized for sponsoring these high scoring winners.

- Indoor Advertising costs \$500 each per 6-month period – 10 locations available. Indoor advertising is a special concept that holds a captive audience. Our indoor advertising is located in both men's and women's restrooms around Post in high traffic areas.

- The "First Choice" magazine – (2 issues per year) – 20,000 copies per issue.

#### COLOR ADS

- o \$6,750 per issue for front inside and back inside covers – color only.
- o \$5,500 per issue for full color full-page ad spot.
- o \$2,750 per issue for ½ page full color.
- o \$1,550 per issue for ¼ page full color.

#### GRAYSCALE ADS

- o \$2,750 per issue for grayscale full-page ad spot.
- o \$1,250 per issue for ½ page grayscale.
- o \$975 per issue for ¼ page grayscale.

Half and Quarter page ads included in Liberty League Partnerships and Memberships

The Fort Carson website is a comprehensive look at the Directorate of Morale, Welfare and Recreation and the programs and events it offers. This website is the avenue through which, our customers gain access to immediate information about our services.

Currently, this site experiences approximately 15,000 hits per month and growing. Recently we



have begun working with a new service provider that has made <http://mwr.carson.army.mil> faster, more efficient and more reliable. Your banner ad on the Fort Carson site is a sure fire way to drive this target audience your way. Generating business for you and your associates.

Please review the pricing structure below:

BANNER SIZE	TERM OF AGREEMENT	WEBSITE LOCATION	COST
468 x 60 @ 72 pixels per inch (6.5" x 0.833")	1-year	Home Page	\$2,800 per year
120 X 60 @ 72 pixels per inch (1.66" x 0.833")	1-year	Home Page	\$2,500 per year

BANNER SIZE	TERM OF AGREEMENT	WEBSITE LOCATION	COST
468 x 60 @ 72 pixels per inch (6.5" x 0.833")	6-month	Home Page	\$350 per month
120 X 60 @ 72 pixels per inch (1.66" x 0.833")	6-month	Home Page	\$300 per month

All banners ads are hyperlinked to your website.

Custom web banner builds are available. All custom banners are restricted to a maximum size of 468 x 60 pixels at 72 pixels per inch or no larger than 5.5 square inches. The charge is \$70 per hour for each build with a maximum cost of \$280 per banner plus the cost of advertising.

Block advertising (requires custom build) is available at a rate of \$250.00 per square inch per year.

All additional pages below the home page are available at a cost of \$1,100 per page per year.

--Changes to banner ads are subject to an update fee of \$70 per hour per banner.—

1/16/08 NA

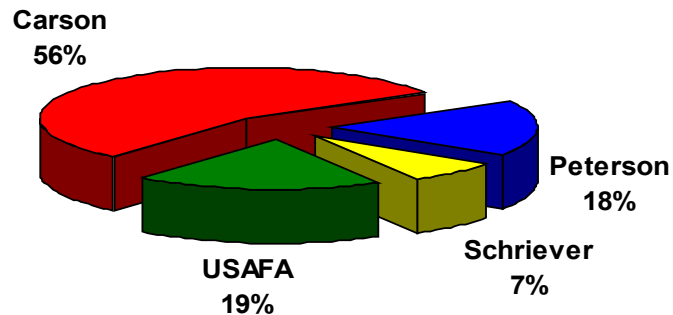


## Fort Carson Directorate of Morale, Welfare, and Recreation (DMWR)

### Fort Carson Military Statistics

#### More than 33,000 Consumers in Uniform

##### Active Duty Personnel



#### Total Military-Related Population

**188,149**

**37.6% of Colorado Springs!**



